

Message Text

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51

ACTION NEA-09

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FM AMEMBASSY JIDDA

TO USDOC WASHDC

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AMEMBASSY BEIRUT

UNCLAS JIDDA 2954

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: GLOBAL MARKET RESEARCH: AVIONICS AND AVIATION
SUPPORT EQUIPMENT

REF: STATE 108485

1. SUMMARY OF SHINDY PROPOSAL FOLLOWS:

A. COST: FOR COMPLETE COMPLIANCE WITH SPECIFICATIONS
\$12,000. FOR ABBREVIATED STUDY OMITTING SUCH
DETAILED BREAKDOWNS AS REQUIRED IN
SECTION 3.22 AND APPENDICES B AND D \$4,200.

B. SURVEY WOULD ENCOMPASS TOTAL OF 49 INTERVIEWS
WITH OFFICIALS OF CIVIL AVIATION DEPT, SAUDI AIRLINES,
ICAO, SAG CENTRAL PLANNING ORGAN., FOREIGN CONSULT-
ING AND AIRPORT O & M FIRMS, MINISTRY OF COMMERCE,
AND CHAMBERS OF COMMERCE.

C. IN VIEW OF VERY LIMITED OFFICIAL STATISTICS
DETAILED BREAKDOWN MAY OFTEN NOT BE POSSIBLE, BUT
WITH CERTAIN NOTED EXCEPTIONS, MOST BASIC DATA
REQUIRED BY SPECS WILL BE PROVIDED. NO INFORMATION
DIRECTLY OR INDIRECTLY RELATED TO THE MILITARY CAN
BE INCLUDED.

D. SUPERVISOR OF SURVEY WOULD BE DR. WAGIH SHINDY,
PAST COMMERCIAL ATTACHE TO EGYPTIAN EMBASSY IN
WASHINGTON, CURRENTLY VISITING PROFESSOR OF INTER-
NATIONAL TRADE AND BUSINESS AT JIDDA UNIVERSITY.
OTHER PERSONNEL WHO MIGHT PARTICIPATE:

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T. HOSNEY, MBA, MARKET RESEARCH SPECIALIST, CAIRO

MR. ALI, MS, AVIATION PLANNER, BEIRUT
M. DABBAG, BA, AIR TRAFFIC SPECIALIST, JIDDA

2. DISTINCTION NOT CLEAR IN AIRPOUCHED COPY OF
PROPOSAL BETWEEN \$4,200 AND \$12,000 ALTERNATIVES
IN TERMS OF COMPREHENSIVENESS AND PERSONNEL TO BE
USED. HOWEVER IN SUBSEQUENT LETTER TO COMATT,
SHINDY SUMMARIZES:

"1. A COMPLETE STUDY AS REQUIRED BY THE MARKET
RESEARCH SPECIFICATIONS WITH 49 INTERVIEWS WHICH
WILL COST 12,000 U.S. DOLLARS.

2. A CONCISE MARKET INFORMATION SURVEY CONDUCTED
BY 3 EXPERTS WITH 15 INTERVIEWS WHICH WILL COST
4,200 U.S. DOLLARS.

ACCORDING TO THE SECOND ALTERNATIVE WE WILL NOT
REPRESENT INFORMATION ON THE DETAILED PARTS OF THE
SURVEY (SUCH AS 32, 3.22, APP. B-1, B-2, D-1,
AND M) HOWEVER, WE WILL DO OUR BEST TO REPRESENT THE
AVAILABLE INFORMATION. IN FACT, WE PREFER TO
UNDERTAKE THE STUDY ACCORDING TO THE SECOND ALTERNATIVE
DUE TO THE SEVER SHORTAGE OF STATISTICS AND
DETAILED INFORMATION HERE IN THIS FIELD."
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